



Satish Rai

Chief Revenue Officer (CRO)

KAL Lord's Technologies Pvt. Ltd. (KALLords)
Revenue Strategy • B2C Retail & B2B/B2G Expansion • Pan-India GTM Execution

EXECUTIVE SUMMARY

Satish Rai is an accomplished business leader and Chief Revenue Officer (CRO) at **KAL Lord's Technologies Pvt. Ltd. (KALLords)** [cite: 3]. He leads all commercial operations, revenue generation strategies, retail dealership growth, and strategic partnerships across the company's comprehensive electric vehicle portfolio—encompassing 2-wheeler e-scooters for retail consumers, commercial cargo loaders, and L3/L5 electric auto-rickshaws [cite: 3].

Operating at the intersection of public-sector manufacturing heritage and agile clean-tech innovation, Satish aligns Go-to-Market (GTM) execution, RevOps architectures, B2C retail expansion, and B2B/B2G fleet acquisition to drive scalable market adoption across India's e-mobility sector [cite: 3].

CORE EXPERTISE & COMPETENCIES

Go-to-Market (GTM) Strategy

B2C Retail Sales Growth

Enterprise & B2B Sales

Revenue Operations (RevOps)

Pan-India Dealer Network

B2G Municipal Tenders

Last-Mile Logistics Fleets

Direct-to-Consumer Marketing

Demonstrated expertise in building multi-channel retail distribution networks, optimizing customer acquisition costs (CAC) across B2C personal EV markets, and driving large-scale fleet acquisition in commercial segments [cite: 3].

KEY OPERATIONAL FOCUS

- **B2C Retail Expansion:** Direct consumer e-scooter sales and showroom dealership growth.
- **B2B & Commercial Fleets:** Heavy-duty e-loaders for last-mile delivery and logistics.
- **B2G Municipal Contracts:** Government procurement and public-sector EV tenders.

GTM & REVOPS PILLARS

- **Omnichannel Retailing:** Seamless integration of online discovery and dealer showroom sales.
- **Predictive Analytics:** CRM optimization and funnel tracking across retail and enterprise.
- **Consumer Lifecycle:** Building brand loyalty, warranty support, and long-term retention.

